

## Kiwi – Internal Communications the Interactive Way

### THE CHALLENGE

Kiwi is Norway's second largest low-price grocery chain. It has about 450 stores in Norway, and in 2008 its revenues were 15.6 billion kr. (\$2.4 billion US). Kiwi's parent company is NorgesGruppen.

Kiwi opens about 30-40 new stores each year, so there are always new employees who need information and education. In addition to new stores, the turnover of employees is quite high because Kiwi is a popular workplace for students and part-time workers.

Running a grocery store can in many ways be compared to team sports. Teambuilding and communication are extremely important for success. As the "youngest" low-price grocery chain in Norway, Kiwi was ready for the challenge!

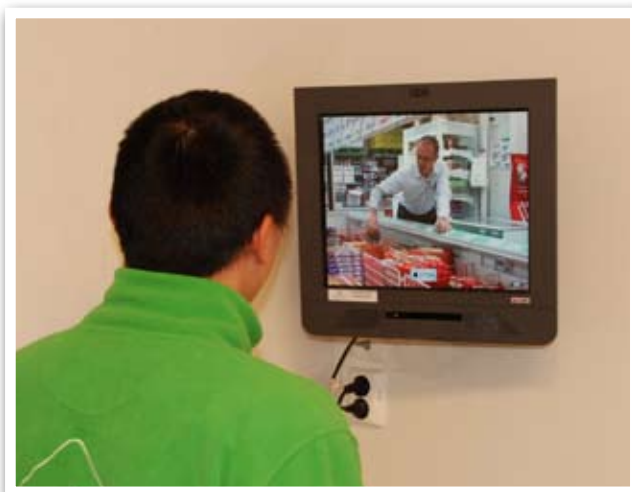


Even though NorgesGruppen is innovative regarding new data technology such as scanning and e-mail, it recognized that information didn't always reach all employees. Its challenge was to inform and educate ALL employees.

### THE SOLUTION

Kiwi's leadership was looking for something unique and different – visible, digital, interactive communication. No other grocery chain had done this before, so they had to develop their own solution. Kiwi was introduced to Scala and after testing and development, it realized that Scala had the software that could meet all its requirements.

Today every Kiwi store has one information screen for internal communications, placed close to the employee entrance and lunchroom. The touch screen is divided into different fields: general information, advertising, education of new employees and temporary information. Temporary information could include special offers, important/crisis messages from the suppliers, internal meetings, etc.



## Kiwi

Kiwi has a lot of young workers and wanted to use something visual and interactive to engage their attention. It put a lot of effort into uploading fresh content, such as new films and updated news when their system was new. Kiwi's challenge is to continue to do this on a daily basis because quality content is key to keeping the screens engaging.

A new feature that was added later was the clock in/clock out section. All employees must now face the information screen when they start their shift. This is another way to make sure all the information is passed on.

"We are extremely satisfied with our interactive screens. We are now able to educate people quickly and deliver information to all our employees," says Jon Buxrud, Training Manager for Kiwi.

### THE BENEFIT

The solution is a success. Kiwi is continuously growing, and employees and management feel that the interactive screen is effective on a daily basis.

"To get a whole chain to think and behave alike is a challenge. This kind of internal communication has definitely helped us to do so and is an important success criterion for us. We will continue to use and develop Scala in the future because we have definitely seen the value of this solution", says Buxrud.

